Dialog Search For The DemandTec Applications: 09/849168, 09/849621, and 09/849448

.

? b 411
? sf all
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)
? b hits
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)

Processing
```
    610554  DEMAND
    945099  MODEL
      1969  DEMAND(2W)MODEL
    865521  ACTIVITY
   3030471  BASED
   1848454  COST
     38073  COSTING
   1007936  COSTS
      5413  ACTIVITY(2W)BASED(2W)((COST OR COSTING) OR COSTS)
    452607  OPTIMAL
    519123  OPTIMUM
    373271  PRICES
    593581  PRICE
    118991  PROMOTION
     57036  PROMOTIONS
      1542  (OPTIMAL OR OPTIMUM)(2W)(((PRICES OR PRICE) OR
PROMOTION)
              OR PROMOTIONS)
S1      11  DEMAND(2W)MODEL AND (ACTIVITY(2W)BASED(2W)(COST OR
              COSTING OR COSTS)) AND (OPTIMAL OR
OPTIMUM)(2W)(PRICES OR
              PRICE OR PROMOTION OR PROMOTIONS)
```

? t s1/medium,k/1-11

1/K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

02527516 276946421
Capacity planning and pricing under uncertainty
Gox, Robert F
Journal of Management Accounting Research v14 PP: 59-78 2002
ISSN: 1049-2127 JRNL CODE: AJMA
WORD COUNT: 1768

ABSTRACT: This paper analyzes a capacity-planning and pricing problem
of a
monopolist facing uncertain **demand** . The **model** incorporates "soft"
and
"hard" capacity constraints (soft constraints can be relaxed at a cost
while...

TEXT: Abstract: This paper analyzes a capacity-planning and pricing problem
of a monopolist facing uncertain **demand** . The **model** incorporates "soft"
and "hard" capacity constraints (soft constraints can be relaxed at a cost
while...

...and pricing.3 Banker and Hughes (1994) show that a multiple-product
monopolist arrives at **optimal** **prices** and capacities based on full cost
when the following two assumptions are met:

* the pricing...dp because dq/dp = -1.

11 Banker and Hughes (1994) use an equivalent definition for **activity** -
based unit **costs** in their multiproduct, multiresource framework.
However, this interpretation is appropriate only when the production
environment...

  1/K/2   **(Item 2 from file: 15)**
DIALOG(R)File 15:ABI/Inform(R)

02527514 276944271
A critical overview of the use of full-cost data for planning and pricing
Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research v14 PP: 3-31 2002
ISSN: 1049-2127 JRNL CODE: AJMA
WORD COUNT: 12977

...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity** - **based**
costing
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal** **prices** using a formulation
similar to that in Model 3. This exercise of determining **optimal**
prices
and resource allocations may be repeated many times over the life of the
resources, as...With partial uncertainty, however, G6x (2002) shows that
full-cost-based prices are no longer **optimal** . **Optimal** **prices** are now
based on each product's marginal cost: full costs, derived as an ·

allocation
...the initial capacity-- planning problem because it effectively
becomes a
single-period problem with known **demand** (as in **Model** 4A, with T =
1).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from
such a...

...price derived from the solutions to the product-- pricing problem in
Model 5B equals the **optimal price** derived in the capacity--
planning
problem (Model 5A). Third, and most important, it Is almost...orders.
Banker and Hansen (2002) show that as the number of potential customers
increases, the **optimal price** is the full cost of providing the
service

plus a nonlinear markup that depends on...Balachandran et al. (1997) is
the
solution to a grand linear program that simultaneously determines
optimal
capacity and **prices** .22 The study ...underlying information utilized
in
the allocation process).

4 For example, Chen and Frank (2001) examine **optimal price**
adjustment
based on the length of the queue of customers. We also note the vast...
ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in
activity - based costing . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

  1/K/3   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00971320   **Image available**
INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES
Patent Applicant/Assignee:
  DEMANDTEC INC, Suite 200, 1 Circle Star Way, San Carlos, CA 94070,
US, US
    (Residence), US (Nationality), (For all designated states except:
US)
Patent Applicant/Inventor:
  DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
    (Residence), US (Nationality), (Designated only for: US)
  NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,
    Colorado Springs, CO 80907, US,
Patent and Priority Information (Country, Number, Date):

Claim
   I An apparatus for detennining an **optimum** **promotion** plan for
   merchandising of
   products for sale, comprising:
   a scenario/results processor, configured to enable a user to
prescribe an
   optimization scenario, and configured to present the **optimum**
promotion
    plan to said user,
   wherein the **optimum** **promotion** plan is determined by execution of
said
   optimization scenario, and wherein the **optimum** **promotion** plan is
   determined based upon estimated product demand and calculated
activity
   based **costs** , said
   scenario/results processor comprising:
   an input/output processor, configured to acquire data corresponding
to...
   an optimization template, for specifying a promotion scenario and a
time
   period for which the **optimum** **promotion** plan is to be
...generating a
   plurality of optimization results templates and providing these
templates
   to the user, wherein **optimum** **promotion** events and optimum
supplier
   offers
   are presented.

   19 The method as recited in claim 18...an optimization template, for
   specifying a promotion scenario and a time period for which the
optimum
     promotion events and optimum supplier offers are to be determined.

   30 The method as recited in...

 1/K/4   (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2005 WIPO/Univentio. All rts. reserv.

00956989   **Image available**
INTERFACE FOR MERCHANDISE PRICE OPTIMIZATION
INTERFACE PERMETTANT L'OPTIMISATION DE PRIX DES MARCHANDISES
Patent Applicant/Assignee:
   DEMANDTEC INC, 1 Circle Star Way, Suite 200, San Carlos, CA 94070,
US, US
    (Residence), US (Nationality), (For all designated states except:
US)
Patent Applicant/Inventor:
   DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
    (Residence), US (Nationality), (Designated only for: US)
   NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
   HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Ave.,

Colorado Springs, CO 80907, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200291137 A2-A3 20021114 (WO 0291137)
  Application: WO 2002US7414 20020311   (PCT/WO US0207414)
  Priority Application: US 2001849616 20010504
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
  AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ
  EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
LR
  LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG
SI
  SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW
  (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
Main International Patent Class: G06F-017/60
Publication Language: English
Filing Language: English
Fulltext Availability:
  Detailed Description
  Claims
Fulltext Word Count: 14254

English Abstract
  An apparatus (200) and method are provided for an interface enabling
a
  user to determine **optimum   prices** of products for sale. The
 interface
  includes a scenario/results processor (233) that enables the user to
  prescribe an optimization scenario, and that presents the **optimum
  prices** to the user. The **optimum   prices** are determined by
execution
  of the optimization scenario, where the **optimum   prices** are
determined
  based upon estimated product demand and calculated **activity   based
  costs** . The scenario/results processor (233) has an input/output
  processor (404) and a scenario controller (412). The input/output
  processor (404) acquires data corresponding to the optimization
scenario
  from the user, and distributes optimization results to the user. The
  scenario controller (412) is coupled to the input/output processor
(404).
  The scenario controller (412) controls acquisition of the data and
the
  distribution of the optimization results in accordance with a price
  optimization procedure.

French Abstract
  La presente invention concerne un appareil et un procede pour une
  interface permettant la determination de prix optimaux pour des
produits
  mise en vente. L'interface comporte un processeur de
scenarios/resultats
  qui permet a l'utilisateur d'etablir un scenario d'optimisation, et
qui
  presente des prix optimaux a l'utilisateur. Les prix optimaux sont

of the **optimum**
prices , said rules comprising:
maximum allowable price swing for each of the products for sale;
and...a
plurality of optimization results templates and providing these
templates
to the user, wherein the **optimum** **prices** are presented.

22 The method as recited in claim 2 1, wherein said utilizing
comprises
...groups;
second providing a products template, for specifying the products for
sale for which the **optimum** **prices** are to be determined, wherein
the
products for sale may
span more than one of...

...and
third providing a time horizon template, for prescribing a time
period
for which the
optimum **prices** are to be determined.

31 The method as recited in claim 30, wherein said utilizing...

...fourth providing a locations template, for prescribing a plurality
of
store groups for
which the **optimum** **prices** are to be determined, wherein said
prescribing
directs said employing to utilize data corresponding to the plurality
of
said
store groups when determining the **optimum** **prices** ; and
34
fifth providing an at-large rules template, for specifying rules to
govern determination
of the **optimum** **prices** , wherein the rules specify maximum
allowable
price
swing for each of the products for sale...

1/K/5   (Item 1 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB

    ** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
A critical overview of the use of full-cost data for planning and pricing
Balakrishnan, Ramji; Sivaramakrishnan, K

ABSTRACT: Surveys show that many firms use full cost to set prices.
However, principles of relevant costing imply that product prices
should be
independent of how a firm allocates fixed manufacturing cost to
products.
Recent research tries to resolve this conflict between theory and
practice
by expanding the scope of the problem; pricing is only one part of the
larger problem of determining which products to keep and which products
to
drop, how much capacity to install, and how to allocate available
capacity
among the products. An emerging view is that we must jointly consider
the
capacity-planning and product-pricing problems to clarify the role of
full
costing in these decisions. In this article a critical overview of the
results from this research is provided, highlighting how a combination
of
analytic and numerical methods have contributed to understanding, and
suggest directions for future research.

GEOGRAPHIC NAMES: United States; US
DESCRIPTORS: Polls & surveys; Studies; Management accounting; Cost
    allocation methods; Manufacturing; Mathematical models
CLASSIFICATION CODES: 9190 (CN=United States); 4120 (CN=Accounting
    policies & procedures); 9130 (CN=Experimental/Theoretical); 8600
    (CN=Manufacturing industries not elsewhere classified);

Accounting & Tax DB_1971-2005/May W4
...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity - based
costing**
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces
the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period
version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal prices** using a
formulation
similar to that in Model 3. This exercise of determining **optimal
prices**
and resource allocations may be repeated many times over the life of
the
resources, as...With partial uncertainty, however, G6x (2002) shows
that
full-cost-based prices are no longer **optimal** . **Optimal prices** are
now
based on each product's marginal cost: full costs, derived as an
allocation
...the initial capacity-- planning problem because it effectively
becomes a
single-period problem with known **demand** (as in **Model** 4A, with T =
1) .

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from
such a...

...price derived from the solutions to the product-- pricing problem in
Model 5B equals the **optimal price** derived in the capacity--
planning
problem (Model 5A). Third, and most important, it Is almost...orders.
Banker and Hansen (2002) show that as the number of potential customers
increases, the **optimal price** is the full cost of providing the
service
plus a nonlinear markup that depends on...Balachandran et al. (1997) is
the
solution to a grand linear program that simultaneously determines
optimal
capacity and **prices** .22 ...underlying information utilized in the
allocation process).

4 For example, Chen and Frank (2001) examine **optimal price**
adjustment
based on the length of the queue of customers. We also note the vast...
ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in
activity - based costing . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

 1/K/7   (Item 1 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

6088371 **IMAGE Available
UTILITY
System and method for profit maximization in retail industry
Inventor: Myr, David, Jerusalem, IL
         Grechanovsky, Eugene, Jerusalem, IL
         Kazarinov, Yuri, Ashdod, IL
Assignee: Unassigned

feasible prices resulting in the optimal revenue R[sub]sale and the
optimal price p[sub]sale. Predicted sales volume (demand)
V[sub]salr
may be computed by formula...is performed on each bootstrapped
regression
model, and then optimization of revenue and computation of **optimal**
price is performed for each set of bootstrapped estimates. As a
result,
the following estimates are...

...estimate of bias of maximum revenue bias[sub]Boot(R). Similar
quantities
are computed for **optimal prices** ...0217] Similar quantities are
computed for an **optimal price** ...0219] After an optimal predicted
revenue R[sub]sale and an **optimal price** p[sub]sale have been
calculated, it should be tested if the predicted revenue R...and
Promotion Scheduling Procedure for obtaining a next promotion
schedule(Block 1110). It either computes **optimal promotion** time
allocation for a product category or adds a new close schedule in the
scheduling...0310] Tick **Optimal prices**

[...

...0313] Tick Error estimates of predicted **optimal prices**

Non-exemplary or Dependent Claim(s):
...resampling methods for estimation of prediction errors, standard
errors and biases in predicted single product **optimal prices**
and
in predicted category **optimal price** vectors...module uses
resampling methods for testing significance of optimized price
changes in predicted single product **optimal prices** and in
predicted category **optimal price** vectors...

...resampling methods for testing significance of figure-of-merit
function
changes for predicted single product **optimal prices** and for
predicted category **optimal price** vectors...

1/K/8   (Item 2 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005257741 **IMAGE Available
Derwent Accession: 2003-112574
Interface for merchandise promotion optimization
Inventor: Phil Delurgio, INV
         Michael Neal, INV
Assignee: Demand Tec. Inc.(02)
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
    SPRINGS, CO, 80907-7449, US

Publication Number	Kind	Date	Application Number	Filing Date

and
  optimum supplier offers are presented.

   Non-exemplary or Dependent Claim(s):
   ...an optimization template, for specifying a promotion scenario and
a
      time period for which the **optimum promotion** plan is to be
      determined...an optimization template, for specifying a promotion
      scenario and a time period for which the **optimum promotion**
events
      and optimum supplier offers are to be determined...

   1/K/9   (Item 3 from file: 654)
   DIALOG(R)File 654:US Pat.Full.
   (c) Format only 2005 The Dialog Corp. All rts. reserv.

   0005114399 **IMAGE Available
   Derwent Accession: 2003-786738
   Interface for merchandise price optimization
   Inventor: Phil Delurgio, INV
            Michael Neal, INV
   Assignee: DemandTec, Inc.(02), San Carlos, CA, US
   Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
        SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165834	A1	20021107	US 2002144537	20020510
Continuation	PENDING			US 2001849616	20010504

   Fulltext Word Count: 15867

   Abstract:
      An apparatus and method are provided for an interface enabling a
   user
     to determine **optimum prices** of products for sale. The interface
     includes a scenario/results processor that enables the user to
   prescribe
     an optimization scenario, and that presents the **optimum prices** to
   the
     user. The **optimum prices** are determined by execution of the
     optimization scenario, where the **optimum prices** are determined
   based
     upon estimated product demand and calculated **activity based
   costs** .
     The scenario/results processor has an input/output processor and a
     scenario controller. The input...

   Summary of the Invention:
       ...to the field of econometrics, and more particularly to an
   apparatus
     and method for determining **optimum prices** for a set of products
     within a product category, where the **optimum prices** are
   determined to

for sale; and...groups; second providing a products template, for
specifying the products for sale for which the **optimum   prices**
are
to be determined, wherein the products for sale may span more
than
one of...

...and third providing a time horizon template, for prescribing a time
period for which the **optimum   prices** are to be
determined...fourth
providing a locations template, for prescribing a plurality of
store
groups for which the **optimum   prices** are to be determined,
wherein
said prescribing directs said employing to utilize data
corresponding
to the plurality of said store groups when determining the
optimum
prices ; and fifth providing an at-large rules template, for
specifying rules to govern determination of the **optimum   prices**
,
wherein the rules specify maximum allowable price swing for each
of
the products for sale...

 1/K/10   (Item 4 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114325 **IMAGE Available
Derwent Accession: 2003-111136
Interface for merchandise price optimization
Inventor: Phil Delurgio, INV
        Michael Neal, INV
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
    SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165760	A1	20021107	US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:
    An apparatus and method are provided for an interface enabling a
user
  to determine **optimum   prices** of products for sale. The interface
  includes a scenario/results processor that enables the user to
prescribe
  an optimization scenario, and that presents the **optimum   prices** to
the
  user. The **optimum   prices** are determined by execution of the
  optimization scenario, where the **optimum   prices** are determined
based

store groups...
...templates further comprises: a time horizon template, for specifying a
      time period for which the **optimum prices** are to be
determined...

...further comprises: an at-large rules template, for specifying rules to
      govern determination of the **optimum prices** , said rules
      comprising: maximum allowable price swing for each of the products
      for sale; and...groups; second providing a products template, for
      specifying the products for sale for which the .**optimum prices** are
      to be determined, wherein the products·for sale may span more than
      one of...

...and third providing a time horizon template, for prescribing a time
      period for which the **optimum prices** are to be
determined...fourth
      providing a locations template, for prescribing a plurality of store
      groups for which the **optimum prices** are to be determined, wherein
      said prescribing directs said employing to utilize data corresponding
      to the plurality of said store groups when determining the **optimum**
      prices ; and fifth providing an at-large rules template, for
      specifying rules to govern determination of the **optimum prices** ,
      wherein the rules specify maximum allowable price swing for each of
      the products for sale...

 1/K/11   **(Item 5 from file: 654)**
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

4861923 **IMAGE Available
Derwent Accession: 2003-111136 ·
Utility
E/ **Interface for merchandise price optimization**
Inventor: Delurgio, Phil, Walnut Creek, CA
      Neal, Michael, San Francisco, CA
Assignee: Demand Tec Inc.(02), San Carlos, CA
      Demand Tec Inc
Examiner: Cosimano, Edward R. (Art Unit: 369)
Combined Principal Attorneys: Huffman, Richard K.; Lim, Kang

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 6553352	A	20030422	US 2001849616	20010504